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Abernethy, Avery M., and David N. Laband. *Influences on the Purchase of Yellow Page Display Advertisements.* No. 5, pp. 15–26.

The display ad purchase rate for three services in 49 major U.S. cities was examined. City size, display ad cost, and the percentage of residents who recently moved to the city all significantly impact display yellow page ad purchase rates.

Abratt, Russell, and Deanna Cowan. *Client-Agency Perspectives of Information Needs for Media Planning.* No. 6, pp. 37–52.

This study deals with the information needed to make informed media decisions. The views of media planners as well as marketing managers were obtained. Major differences were found in some critical areas.

Ambler, Tim, and Tom Burne. *The Impact of Affect on Memory of Advertising.* No. 2, pp. 25–34.

The role of emotion in marketing decision-making is becoming more recognized, but we are a long way from understanding it. This article explores how emotion influences the memory of ads.

Assael, Henry, and David F. Poltrack. *Relating Products to TV Program Clusters.* No. 2, pp. 41–52.

The use of correspondence analysis to group television programs and products according to the intersection of individual viewership of the programs and the usage of the products is found to have great potential as a media-planning tool.

Barone, Michael J., Randall L. Rose, Paul W. Miniard, and Kenneth C. Manning. *Improving Detection of Misleading Comparative Advertising.* No. 5, pp. 43–50.

The ability of copy tests to provide a precise assessment of the misleading effects that may arise from various types of comparative advertising depends on the type of measure employed.

Beard, Fred K. *Client Role Ambiguity and Satisfaction in Client-Agency Relationships.* No. 2, pp. 69–78.

Clients experiencing ambiguity regarding their role in the client/ad-agency relationship report lower levels of satisfaction with their agencies. This follow-up study of small advertisers provides additional support for this finding but concludes that the effects of ambiguity are stronger in the large account setting.

Bhargava, Mukesh, and Naveen Donthu. *Sales Response to Outdoor Advertising.* No. 4, pp. 7–18.

Two field experiments were conducted to test the sales response to outdoor advertising. Results showed that sales response to outdoor advertising is immediate, but mediated by location of exposure and other elements of the marketing plan.

Brouwer, Marten. *Q Is Accounting for Tastes.* No. 2, pp. 35–40.

Subjective tastes may be qualitative by definition, yet they can be studied quantitatively through Q.

Burne, Tom. *See* Ambler and Burne.

Burton, Scot, Donald R. Lichtenstein, and Richard G. Netemeyer. *Exposure to Sales Flyers and Increased Purchases in Retail Supermarkets.* No. 5, pp. 7–14.

Does looking at the weekly sales flyer for a supermarket have any effect on the products consumers actually purchase on their shopping trip? Findings from two studies address the relationships between examining the sales flyer and (1) the number of advertised products purchased, (2) money spent on these products, and (3) number of coupons used by the supermarket shoppers.

Chen, Qimei, and William D. Wells. *Attitude toward the Site.* No. 5, pp. 27–38.

This paper presents Internet-specific scales that measure overall attitude toward a website, entertainment value, informativeness, and organization. It shows how the scales were developed and how they can be used in various practical applications.

Cook, William A. *Ogilvy Winners Turn Research into Creative Solutions.* No. 3, pp. 59–67.

Finalists in the 1999 ARF David Ogilvy Research Awards competition proved that research can overcome difficult marketing communication challenges.

Cowan, Deanna. *See* Abratt and Cowan.

Derbaix, Christian. *See* Pecheux and Derbaix.

D'Amico, Theodore F. *Magazines' Secret Weapon: Media Selection on the Basis of Behavior, as Opposed to Demography* No. 6, pp. 53–60.

The author contends that the "traditional" method of media selection based on key demographically defined target groups used for broadcast is not adequate for print. He proposes that guidelines and procedures should be developed for defining behavioral targets and selecting magazines based on these targets.

Donthu, Naveen, and Adriana Garcia. *The Internet Shopper.* No. 3, pp. 52–58.

Based on a telephone survey, the authors found that Internet shoppers are older and make more money than Internet nonshoppers. Internet shoppers are more convenience seekers, innovative, impulsive, variety seekers, and less risk averse than Internet nonshoppers are. Internet shop-

pers are also less brand and price conscious than Internet nonshoppers are. Internet shoppers have a more positive attitude toward advertising and direct marketing than nonshoppers do. Implications of these findings are discussed.

Donthu, Naveen. *See* Bhargava and Donthu.

du Plessis, Erik. *See* Ewing, Napoli, and du Plessis.

Ephron, Erwin. *Comments on the Lynch/Stipp Paper.* No. 3, pp. 17–20.

Higher-rated TV programs may be more valuable to advertisers because their viewers are better able to recall commercials. But there are issues: ability to recall a commercial can be a viewer as well as a program effect, and program-linked commercial recall is suspect, especially when collected by telephone. Ultimately sales data may make the strong-enough case for the greater value of higher ratings.

Ertel, Chris. *See* Wright, Ertel, and Mathews.

Eves, Anmarie. *See* Tom and Eves.

Ewing, Michael, Julie Napoli, and Erik du Plessis. *Factors Affecting In-market Recall of Food Product Advertising.* No. 4, pp. 29–38.

The impact of liking, duration, GRPs, and flightings on in-market recall of food commercials is investigated. Over a thousand TV ads are examined. The analysis reveals differences in liking and recall between food categories. Differences based on respondents' gender are also noted.

Fam, Kim Shyan, and David S. Waller. *Factors in Winning Accounts: The Views of Agency Account Directors in New Zealand.* No. 3, pp. 21–32.

What factors do advertising agency executives perceive to be important when an advertiser selects an agency? This study asks account directors in New Zealand and makes some comparisons with the results.

Ferley, Stephen, Tony Lea, and Barry Watson. *A Comparison of U.S. and Canadian Consumers.* No. 5, pp. 55–65.

Are the U.S. and Canadian markets similar? Data from the two countries comparing consumers and their product-usage patterns find that many differences exist in product consumption preferences between the two countries.

Garcia, Adriana. *See* Donthu and Garcia.

Gelb, Betsy D. *"Subtle Servant": A Theme for the Next Decade.* No. 5, pp. 51–54.

Should advertising celebrate what the product will free up the user from handling him- or herself? Yes, says the author, but the trick is to keep a comfort level that conforms to norms that say we can have service but not servants.

Gilmore, Jennifer Marie. *See* Wansink and Gilmore.

Gould, Stephen J., Dawn Lerman, and Andrew F. Grein. *Agency Perspectives and Practices on Global IMC.* No. 1, pp. 7–20.

The focus of research and strategic thinking regarding global marketing communications has been on the strategic standardization-adaptation decision. But whatever that decision may be, there are many other strategic decisions and organizational policies that need to be formulated. Insights based on the central strategic concept of Globally Integrated Marketing Communications (GMIC) address these issues.

Grein, Andrew F. *See* Gould, Lerman, and Grein.

Hazlett, Richard L., and Sasha Yassky Hazlett. *Emotional Response to Television Commercials: Facial EMG vs. Self-Report.* No. 2, pp. 7–23.

Self-report measurement of emotional responses to commercials is compared with facial EMG methods, a psychophysiological methodology used in academic research to measure emotion. Facial EMG was found to be a more sensitive discriminator between commercials and more strongly related to measures of recall.

Hazlett, Sasha Yassky. *See* Hazlett and Hazlett.

Huey, Bill. *Advertising's Double Helix: A Proposed New Process Model.* No. 3, pp. 43–51.

How do receivers of advertising messages interact with the thousands of messages they receive each day? Is it an orderly process? Can it be described by a linear model? Or, is it a disorderly process that requires a more complex, multidimensional model? This article presents a new model, which posits that advertising effects are non-linear, multidimensional, and achieved over time.

Kitchen, Philip J., and Don E. Schultz. *A Multi-Country Comparison of the Drive for IMC.* No. 1, pp. 21–38.

In less than a decade IMC has affected clients and agencies throughout the world. This study compares and contrasts advertising agency executives' perceptions of IMC in the United States, the United Kingdom, Australia, New Zealand, and India.

Kolessar, Ronald S. *See* Patchen and Kolessar.

Korgaonkar, Pradeep, and Lori Wolin. *A Multivariate Analysis of Web Usage.* No. 2, pp. 53–68.

This study investigates the relationship between the Web usage and motivations, as well as demographic characteristics, of the Web user. The study reveals various reasons, in addition to the traditional information-seeking reason, for surfing the Internet.

Kover, Arthur J. *Editorial: Another Unsolved Problem.* No. 3, p. 5.

Kover, Arthur J. *Editorial: Emerging Trends.* No. 5, p. 5.

Kover, Arthur J. *Editorial: International Communications.* No. 6, p. 5.

Kover, Arthur J. *Editorial: Methods and Individuals.* No. 2, p. 5.

Kover, Arthur J. *Editorial: Strategies.* No. 1, p. 5.

Kover, Arthur J. *Editorial: Where's the Passion?* No. 4, p. 5.

Laband, David N. *See* Abernethy and Laband.

Laforet, Silvie, and John Saunders. *Managing Brand Portfolios: Why Leaders Do What They Do.* No. 1, pp. 51–66.

Most products now carry two or more brand names. Businesses now have a portfolio of names that they mix and match in different ways, even in the same market. This article explores the foundations of brand strategies used and asks industry leaders why they do what they do.

Lavidge, Robert J. *"Mass Customization" Is Not an Oxymoron.* No. 4, pp. 70–75.

The communications revolution is leading to mass customization of advertising as well as of products and services. This will *require* new types of research to provide the information needed to reach *individuals* with advertising that impacts and moves them.

Lea, Tony. *See* Ferley, Lea, and Watson.

Lerman, Dawn. *See* Gould, Lerman, and Grein.

Lichtenstein, Donald R. *See* Burton, Lichtenstein, and Netemeyer.

Lin, Carolyn A. *Online Service Adoption Likelihood.* No. 2, pp. 79–89.

The online service industry is well positioned to become a major player in the new interactive "infotainment" video marketplace. This study explores potential online service adoption motives by relating them to the motives for accessing the most dominant and parallel commercial video source—television.

Low, George S., and Jakki J. Mohr. *Setting Advertising and Promotion Budgets in Multi-Brand Companies.* No. 1, pp. 67–78.

Brand managers struggle to ensure that sales promotion does not receive a disproportionate share of the marketing communications budget. This study offers qualitative insights to securing a fair share for advertising, thereby protecting brand equity.

Lynch, Kate, and Horst Stipp. *Examination of Qualitative Viewing Factors for Optimal Advertising Strategies.* No. 3, pp. 7–16.

Most advertisers agree that optimal plans should consider qualitative factors. The authors review existing evidence, examine Nielsen's Quad study, and present new research by both Starcom and NBC on a variety of qualitative factors and their role in making advertising more effective.

Manning, Kenneth C. *See* Barone, Rose, Miniard, and Manning.

Marshall, Roger. *See* Na, Marshall, and Son.

Mathews, Ryan. *See* Wright, Ertel, and Mathews.

McMillan, Sally J. *See* Sheehan and McMillan.

Mehta, Abhilasha. *Concept Convergency Analysis (CCA): Using Self-Concept to Assess Advertising Effectiveness.* No. 1, pp. 81–89.

How people think and feel about themselves can significantly influence how they react to advertising content and execution, as well as the advertised product. The convergence of consumer self-image and perceived brand image can moderate consumer preferences.

Miniard, Paul W. *See* Barone, Rose, Miniard, and Manning.

Mohr, Jakki J. *See* Low and Mohr.

Na, Woonbong, Roger Marshall, and Youngseok Son. *An Assessment of Advertising Agency Service Quality.* No. 3, pp. 33–42.

Advertising agency services must be marketed like any other product or service—attempts to establish the relevant evaluative criteria used when customers select an agency abound. This work suggests that agency clients merely use top-of-the-mind recall for aspects of agency services in order to make their choice.

Napoli, Julie. *See* Ewing, Napoli, and du Plessis.

Netemeyer, Richard G. *See* Burton, Lichtenstein, and Netemeyer.

Onkvisit, Sak, and John J. Shaw. *Standardized International Advertising: Some Research Issues and Implications.* No. 6, pp. 19–24.

Anecdotal evidence is abundant but too superficial to confirm the effectiveness (or ineffectiveness) of standardized international advertising. This article discusses the research issues and suggests how to employ a scientific framework to gather the empirical data to settle a three-decade-old debate.

Patchen, Robert H., and Ronald S. Kolessar. *Out of the Lab and into the Field: A Pilot Test of the Personal, Portable Meter (PPM).* No. 4, pp. 55–69.

Ratings research in the digital era will require alternatives to current audience measurement tools. This test highlights the viability of one possible solution.

Pecheux, Claude, and Christian Derbaix. *Children's Attitude toward the Brand: A New Measurement Scale,* No. 4, pp. 19–28.

Children represent both an important current and future market. Knowing their attitudes toward specific brands is of the utmost importance. In order to conduct studies with children and brand-choice behavior, brand loyalty, brand extensions, brand-image studies, advertisements' impact, etc., children's attitude toward brands has to be assessed through a valid and reliable scale. Such a scale is presented in this article.

Poltrack, David F. *See* Assael and Poltrack.

Raymond, Mary Anne. *See* Shao, Raymond, and Taylor.

Rose, Randall L. *See* Barone, Rose, Miniard, and Manning.

Saunders, John. *See* Laforet and Saunders.

Schultz, Don E. *See* Kitchen and Schultz.

Shao, Alan T., Mary Anne Raymond, and Charles Taylor. *Shifting Appeals in Taiwanese Advertising.* No. 6, pp. 61–69.

This empirical study explains how to advertise effectively in the modern advertising industry of Taiwan. It supports the hypothesis that advertising appeals in Taiwan tend to be dominated more by "westernized" cultural values than by Chinese traditional values.

Shaw, John J. *See* Onkvisit and Shaw.

Sheehan, Kim Bartel, and Sally J. McMillan. *Response Variation in E-mail Surveys: An Exploration.* No. 4, pp. 45–54.

Researchers are beginning to use electronic mail (e-mail) for survey data collection. This study examines whether techniques used to influence response in postal mail surveys also apply to e-mail.

Son, Youngseok. *See* Na, Marshall, and Son.

Stewart, David W. *Advertising Wearout: What and How You Measure Matters.* No. 5, pp. 39–42.

The most important advertising effects do wear out, but many advertising effects do not. Finding and understanding advertising wearout depends on using the right measures within a well-defined model.

Stipp, Horst. *See* Lynch and Stipp.

Taylor, Charles. *See* Shao, Raymond, and Taylor.

Taylor, Ronald E. *A Six-Segment Strategy Wheel.* No. 6, pp. 7–17.

This article revisits the literature bases used to build message strategy models and develops a model that is more comprehensive than previous ones.

Tom, Gail, and Anmarie Eves. *The Use of Rhetorical Devices in Advertising.* No. 4, pp. 39–44.

Advertisements with inanimate objects that take on human-like characteristics or use clever play on words evidence the prevalence of rhetorical devices in advertising. Clever and artful deviations from the literal prove to be more effective in both recall and persuasiveness.

Waller, David S. *See* Fam and Waller.

Wansink, Brian, and Jennifer Marie Gilmore. *New Uses That Revitalize Old Brands.* No. 2, pp. 90–99.

How do you craft a new usage campaign that increases both brand equity and sales? Two studies show how to find new uses for products and how to most effectively advertise them.

Watson, Barry. *See* Ferley, Lea, and Watson.

Wells, William D. *See* Chen and Wells.

West, Douglas C. *360 Degrees of Creative Risk.* No. 1, pp. 39–50.

Client size might stifle the range and nature of an agency's creative work. Smaller agencies are more likely to be offered a wider range of ideas than bigger ones.

Wolin, Lori. *See* Korgaonkar and Wolin.

Wright, Gary, Chris Ertel, and Ryan Mathews. *American Consumers in 2025: Three Scenarios.* No. 6, pp. 71–78.

Three scenarios of U.S. consumer life in 2025 are played out here, driven by the growth of e-commerce, social change factors, such as longer life expectancy, "time-shifting," and "age-bending," and the home life of the grown-up 1990s child.

Yin, Jiafei. *International Advertising Strategies in China: A Worldwide Survey of Foreign Advertisers.* No. 6, pp. 25–35.

This paper explores how foreign corporations advertise in China and what factors influence their determination of the advertising strategy used.